

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 7,028,071 B1
APPLICATION NO. : 09/493087
DATED : April 11, 2006
INVENTOR(S) : David B. Slik

Page 1 of 7

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

The title page should be deleted and substitute therefor the attached title page.

Drawings:

Delete drawings sheets 1-5 and substitute therefor the drawings sheets 1-5 consisting of Figs. 1-5, as shown on the attached pages.

Signed and Sealed this
Twentieth Day of December, 2011

A handwritten signature in dark ink, reading "David J. Kappos". The signature is written in a cursive, flowing style with some capitalization.

David J. Kappos
Director of the United States Patent and Trademark Office

(12) **United States Patent**
Slik(10) **Patent No.:** **US 7,028,071 B1**
(45) **Date of Patent:** **Apr. 11, 2006**(54) **CONTENT DISTRIBUTION SYSTEM FOR
GENERATING CONTENT STREAMS TO
SUIT DIFFERENT USERS AND
FACILITATING E-COMMERCE
TRANSACTIONS USING BROADCAST
CONTENT METADATA**(75) Inventor: **David Slik**, Brackendale (CA)(73) Assignee: **Bycast Inc.**, Vancouver (CA)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **09/493,087**(22) Filed: **Jan. 28, 2000**(51) Int. Cl.
G06F 15/173 (2006.01)(52) U.S. CL. **709/201; 709/226; 725/34**(58) Field of Classification Search **380/37, 380/42**

See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

4,089,059 A * 5/1978 Miller et al. 708/130
4,507,778 A * 3/1985 Tan 370/443
4,510,600 A * 4/1985 Tan 370/458
5,155,591 A 10/1992 Wachob 358/86
5,627,822 A 5/1997 Edmaier et al.
5,652,615 A 7/1997 Bryant et al. 348/9
5,694,334 A 12/1997 Donahue et al. 364/514
5,706,507 A 1/1998 Schloss 395/615
5,724,521 A 3/1998 Dedrick 395/226
5,745,889 A 4/1998 Burrows 707/2
5,754,854 A * 5/1998 Kanamori et al. 718/104
5,774,170 A 6/1998 Hite 348/9
5,774,664 A 6/1998 Hidarey et al. 395/200.48
5,793,980 A 8/1998 Glaser et al. 395/200.61
5,802,278 A 9/1998 Isfeld et al.
5,819,092 A 10/1998 Ferguson et al. 395/701
5,841,775 A 11/1998 Huang

5,848,396 A 12/1998 Gerace 705/10
5,855,008 A 12/1998 Goldhaber et al. 705/14
5,862,325 A 1/1999 Reed et al. 395/200.31
5,889,950 A 3/1999 Kuzma 395/200.48
5,893,005 A 4/1999 Ogura 399/11
5,900,905 A 5/1999 Shoff et al. 348/12
5,905,865 A 5/1999 Palmer et al. 395/200.47
5,912,696 A 6/1999 Buehl 348/5.5
5,918,213 A 6/1999 Bernard et al. 705/26
5,920,410 A 7/1999 Smith et al.
5,920,700 A 7/1999 Gordon et al. 395/200.56
5,931,901 A 8/1999 Wolfe et al. 709/206
5,931,907 A 8/1999 Davies et al. 709/218
5,937,392 A 8/1999 Alberts 705/14
5,944,783 A 8/1999 Nieten 709/202
5,963,915 A 10/1999 Kirsch 705/26
5,978,567 A 11/1999 Rebane et al. 395/200.49
5,983,005 A 11/1999 Monteiro et al. 395/200.61
5,991,801 A 11/1999 Rebec et al. 709/219

(Continued)

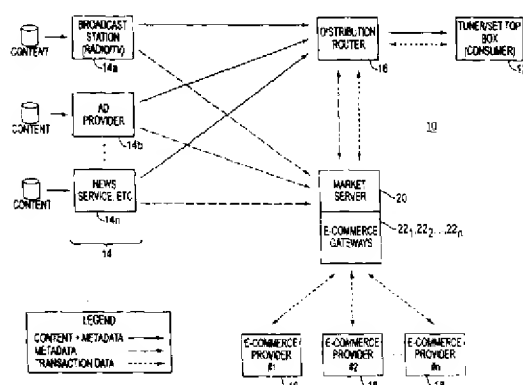
FOREIGN PATENT DOCUMENTS

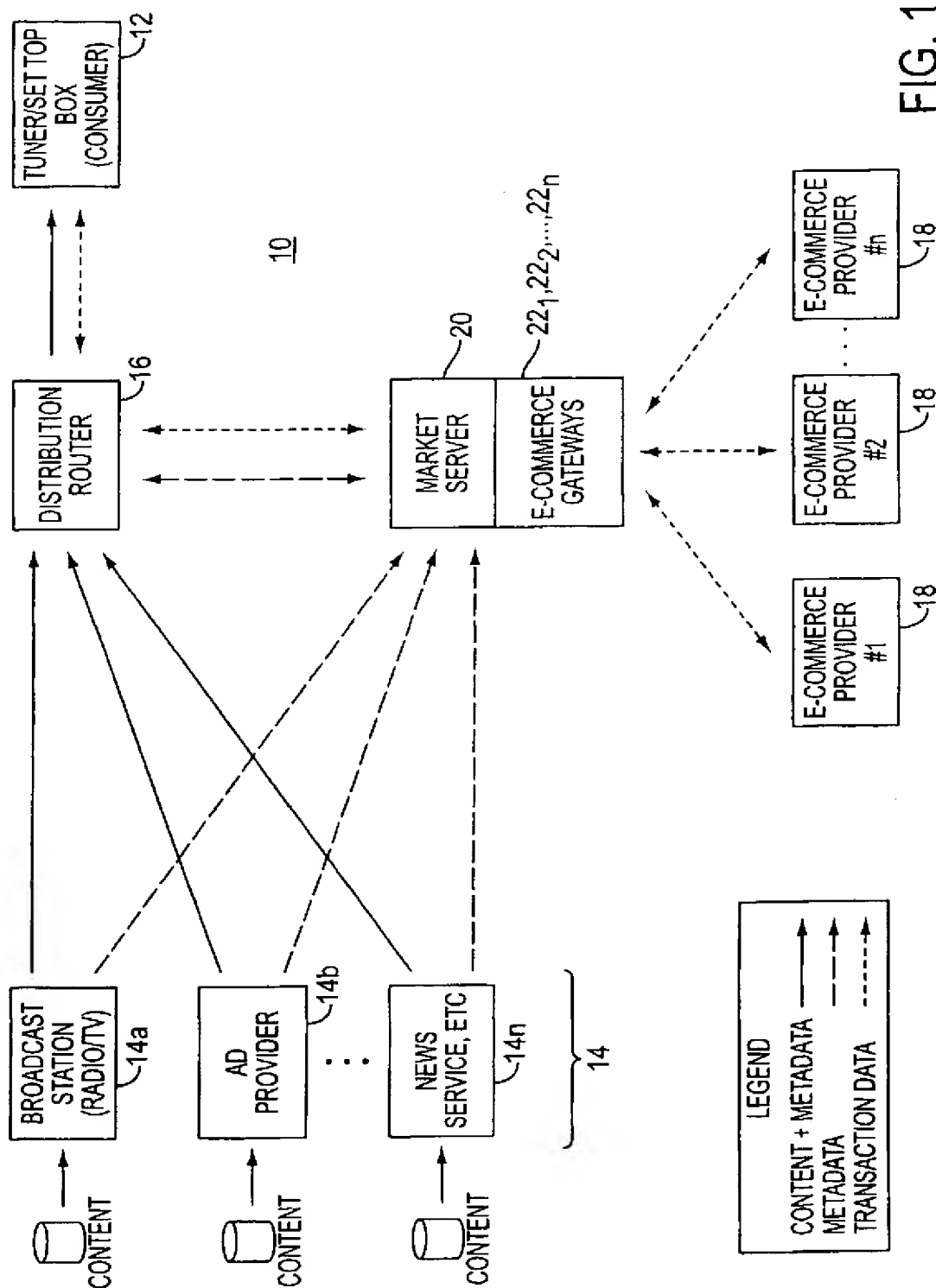
GB 2336079 6/1999

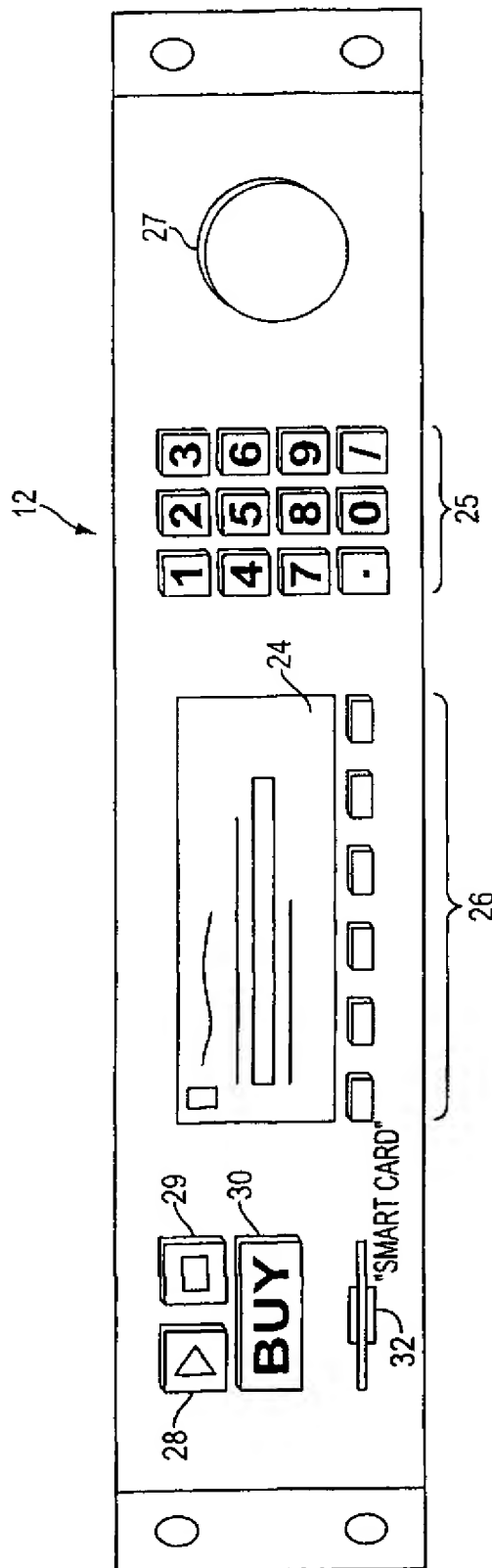
Primary Examiner—Lynda Jasmin
(74) Attorney, Agent, or Firm —Roylance, Abrams, Berdo & Goodman, L.L.P.

(57) **ABSTRACT**

A content distribution system is provided to facilitate e-commerce transactions for products and services associated with distributed content. A content stream comprising content blocks, reference content blocks and floating reference content blocks uses metadata to identify products and services associated with content blocks. The metadata and floating reference content blocks are used to substitute dynamically selected content for content blocks based on profiles of user(s), the broadcast station, the advertisement spot defined in the stream and content available for substitution. A market server determines optimal matches to support content substitution, and performs brokerage and bidding functions among suppliers of products or services associated with content selected by users.





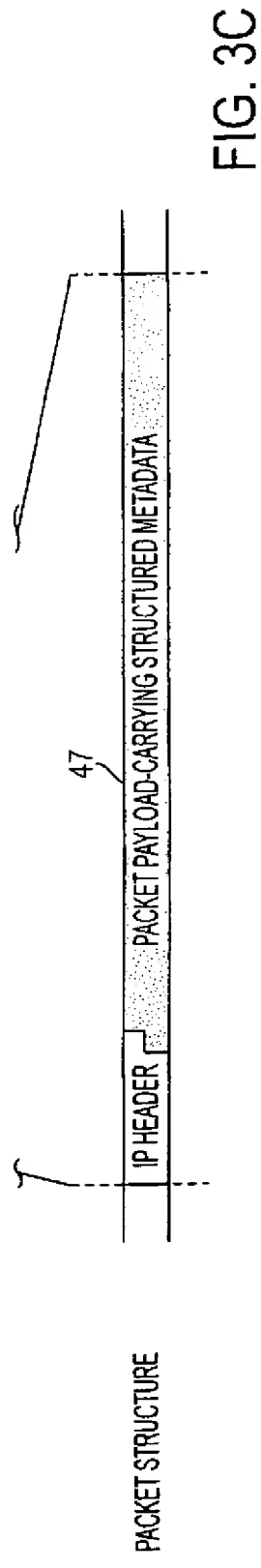
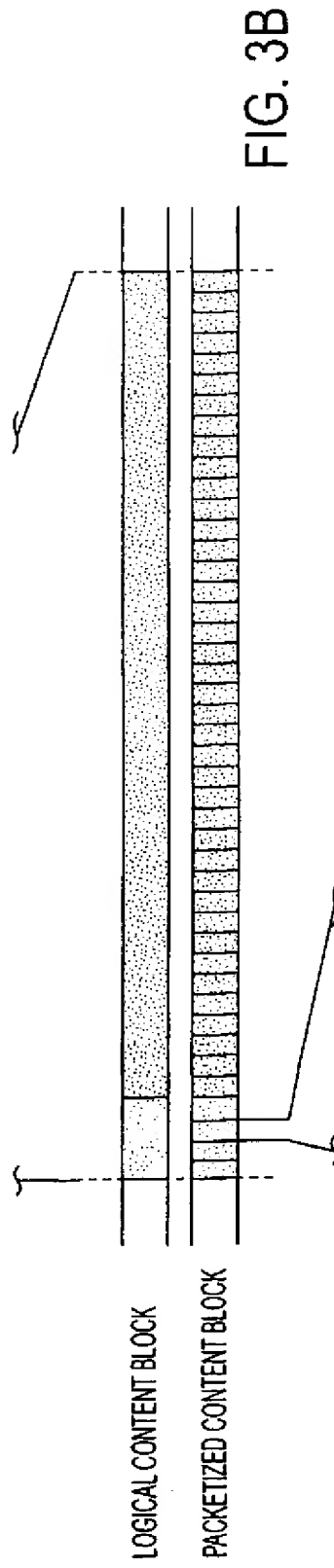
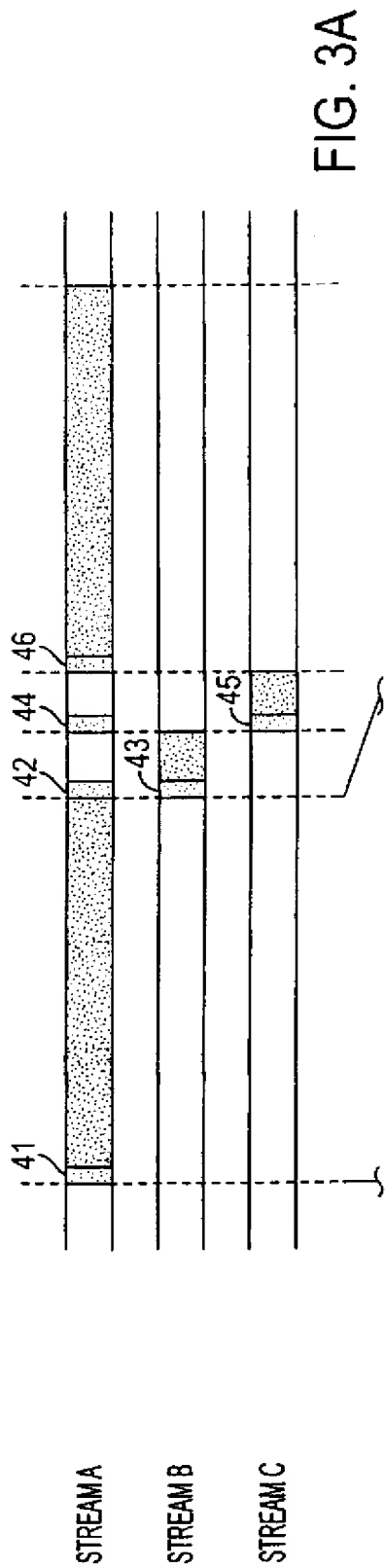


U.S. Patent

Apr. 11, 2006

Sheet 3 of 5

7,028,071 B1



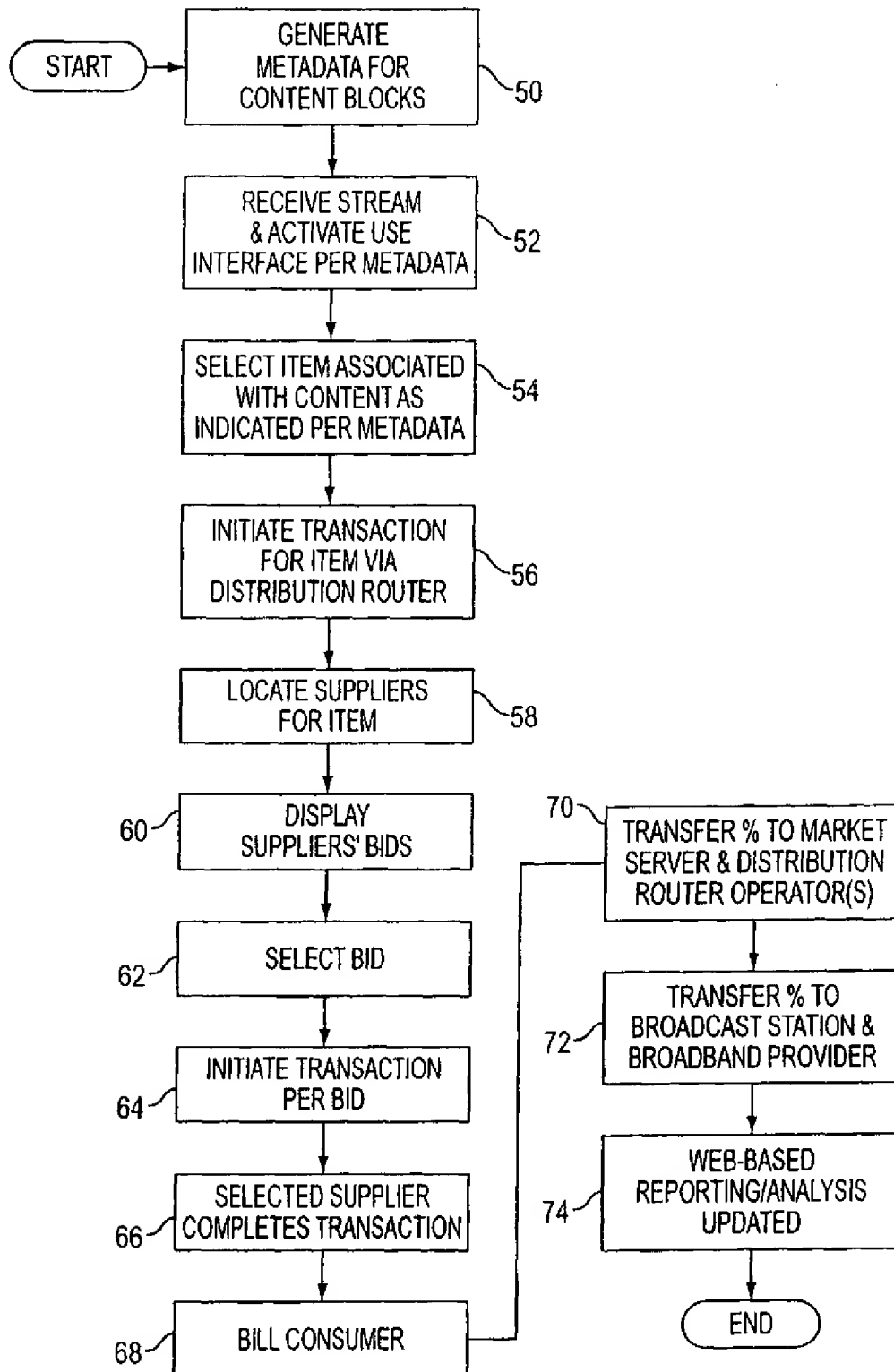


FIG. 4

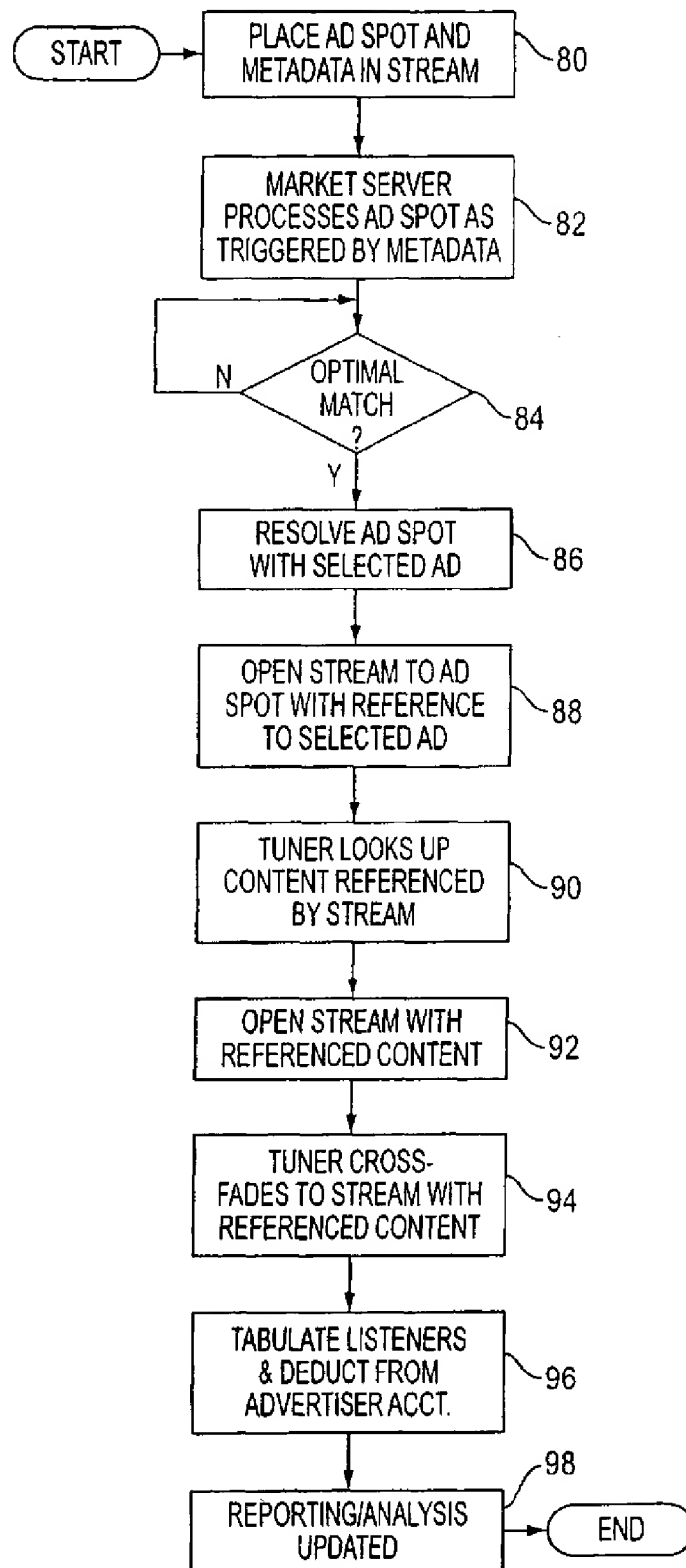


FIG. 5